REMARKS/ARGUMENTS

Claims 1-7, 9, 10, 12-19, 28-37, and 42-47 were pending in this application when last examined by the Examiner. Claims 1, 3, 13, 15, 30, 34, 44, and 46 have been amended. Claim 45 has been canceled. The amendments find full support in the original specification, claims, and drawings. No new matter has been added. In view of the above amendments and remarks that follow, reconsideration and an early indication of allowance of the now-pending claims 1-7, 9, 10, 12-19, 28-37, 42-44, and 46-47 are respectfully requested.

Claim 34 is objected to due to an informality. Applicant submits that the amendment to claim 34 now overcomes this objection. Withdrawal of the objection to claim 34 is respectfully requested.

Claims 1, 6-7, 9, 12-13, 19, 28-32, 35 and 42-47 are rejected under 35 U.S.C. 103(a) as being unpatentable over Levy et al. (U.S. Patent Publication No. 2002/0162118). Claims 4-5, 16-18, 33 and 37 are rejected under 35 U.S.C. 103(a) as being unpatentable over Levy et al. in view of Matheny et al. (U.S. Patent No. 6,766,534). Claims 2, 14, 34 and 36 are rejected under 35 U.S.C. 103(a) as being unpatentable over Levy et al. in view of Dunn et al. (U.S. Patent No. 5,517,257). Claim 10 is rejected under 35 U.S.C. 103(a) as being unpatentable over Levy et al. in view of Bolnick et al. (U.S. Patent Publication No. 2002/0023230). Applicant respectfully traverses these rejections.

As an initial matter, Applicant respectfully requests that Levy et al. be listed in form PTO-892 which accompanied the present Office action as this reference does not appear to be a reference that is already of record in this application.

Claim 1, as amended, now recites a "PIR coupled to the local storage device receiving one or more _trigger messages_ from a server system _separately from the broadcast of the broadcast event and not embedded in the broadcast signal_, the trigger messages _identifying interactive content_ for display by the client devices during a first time period in response to the one or more trigger messages." (Emphasis added). It is these "trigger messages" that are associated by the PIR to the broadcast event and then stored in a second data store. Then,

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"during playback of the stored broadcast event," a particular client device retrieves the stored broadcast event as well as "the stored trigger messages from the second data store for providing to the user the interactive content identified by the retrieved trigger messages . . . " Support for the amendments to claim 1 is found in various parts of the original application, including, for example, on page 8, lines 15-19; page 12, lines 25-28; page 12, lines 9-10; and page 14, lines 10-12, of Applicant's specification.

Levy discloses television content that is embedded with digital watermarks, such as, for example, in the VBI line of the content. (See, par. 0036; 0037). The digital watermarks may include a content identifier that can be linked to additional information in a database 30. (See, par. 0038). When a STB receives content from a server provider 20 (e.g. a cable operator), the STB extracts the embedded content identifier from the content and uses it to query database 30 to retrieve enhanced content. (See, 0042). Levy also discloses that a subset of the interactive data can be stored in a database 124 maintained by the STB. (See, 0056). The STB queries the local database first for the content identifier before it queries an external database 126.

Levy, however, does not teach or suggest "receiving one or more trigger messages from a server system separately from the broadcast of the broadcast event and not embedded in the broadcast signal," as is now required in claim 1. Assuming, *arguendo*, that Levy's content identifiers are the claimed "trigger messages," Levy's content identifiers are embedded in the broadcast content and not transmitted separately by the claimed "server system."

Levy also fails to teach or suggest "each PIR associating the trigger messages received from the server system to the broadcast event and storing the associated trigger messages in a second data store of the corresponding client device." Although the local database 124 in Levy stores a subset of the interactive data identified by particular content identifiers, there is no teaching or suggestion that such data is the claimed "one or more trigger messages" that are received "from the server system" and "associat[ed] . . . to the broadcast event" before storing in the "second data store." Although the local database in Levy may store interactive data associated with content identifiers, nothing in Levy teaches that there is any associating information the database that associates the stored content to a "broadcast event." This in fact is

not necessary in Levy because any content that is stored in Levy is stored with the embedded watermarks that include the content identifiers. That is, in Levy, the received content identifiers are not separated from the content so that the content is stored in a "first data store" while the received content identifiers are stored in a "second data store." Accordingly, Levy cannot teach does not teach or suggest the feature of "during playback of the stored broadcast event . . . retrieving the stored broadcast event from the first data store and the stored trigger messages from the second data store for providing to the user the interactive content identified by the retrieved trigger messages at one or more times during the retrieved broadcast event when the interactive content would have been displayed when the broadcast event was being broadcast during the first time period." Accordingly, claim 1 is now in condition for allowance.

Independent claims 13 and 30 include limitations similar to the limitations of claim 1 which place claim 1 in condition for allowance. Accordingly, claims 13 and 30 are in condition for allowance for reasons similar to the reasons discussed above for claim 1.

Claims 2-7, 9-10, 12, 14-19, 28-29, 31-37, 42-44, and 46-47 are also in condition for allowance because they depend on an allowable base claim, and for the additional limitations that they contain.
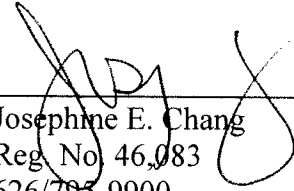
Specifically with respect to claims 3 and 15, these claims, as amended, add the limitation that the associating includes associating information about the broadcast event to the trigger messages, the information being selected from a group consisting of absolute time codes, relative time codes, and frame sequence numbers. Although the Office action summary indicates that claims 3 and 15 are rejected, there is no discussion of the reasons for rejecting these claims. In fact, none of the cited references teach or suggest the limitations added by claims 3 and 15. Accordingly, claims 3 and 15 are also in condition for allowance of their additional limitations.

In view of the above amendments and remarks, reconsideration and an early indication of allowance of the now-pending claims 1-7, 9, 10, 12-19, 28-37, 42-44, and 46-47 are respectfully requested.

Respectfully submitted,

CHRISTIE, PARKER & HALE, LLP

By _____
Josephine E. Chang
Reg. No. 46,083
626/795-9900

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